

President's Column

From the desk of Wilma Moore-Black

What a fantastic time to be an American! I'm proud to be in America and to have witnessed the inauguration of our 44th president, the honorable Barack Obama. It was simply amazing to see the worldwide attention given to such a historic experience.

As I ponder about the hope and inspiration shared through his speech and expectations for a better country, I am empowered and motivated to give even more to the growth of Wichita Professional Communicators. For our organization to grow, it requires dedication from each member to share the message of our mission. Now is the time to renew your membership, if you haven't already, and restore friendships and affiliation with professional communicators throughout the city, state and nation. The networking offered through this group cannot be measured in the price to join. Fill out the membership form attached and return it today or bring it to our Feb. 4 luncheon meeting.

You can take advantage of your membership by connecting on Web pages in any of the state affiliates and the grandest connection of the National Federation of Press Women at the site www.nfpw.org. While you're on the Internet, check out the Wichita Professional Communicators at www.wichitaprofessionalcommunicators.com and the Kansas Professional Communicators at www.kansasprofessionalcommunicators.org. Save the sites in your "favorites;" it can become a good place to hang out.

I'm so proud of what this organization represents and has accomplished throughout the years. WPC welcomes your involvement and fresh ideas. Dream your dreams through Wichita Professional Communicators. I challenge you to include WPC in your dreams so we can continue to grow. Let's build and maintain relationships and recruit a few new members every chance you get. Continue to give with your membership, time and support to WPC! Thanks for all you do.

Remember to be good to yourself before, on and after Valentine's Day. Give yourself a sweetheart of a deal — enjoy all the chocolates you'll eat and fresh flowers you may smell! Then, when you've pampered yourself enough, there's still time to serve in this organization and remake and reshape it to higher goals.

It's all part of being proud Americans and proud professional communicators.

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Feb. 4 meeting: Making Your Event an Experience



Public relations and events go hand-in-hand. Make the most of your events by giving your attendees an "experience." From small business open houses to large corporate holiday parties, an event experience is an extension of your brand, and can make it or break it. Learn how to create excitement and exclusivity for your event at the Feb. 4 Wichita Professional Communicators' luncheon meeting featuring Tom Mittlestadt from Start Thinking. Every last detail should form a cohesive representation of your brand, and make your event one that no one will want to miss.

Mittlestadt is always the life of the party. For more than a decade, he has served as Wichita's preeminent planner of parties, his vision contributing to unforgettable events including the transformation a parking garage in to a NY Underground Club, the unforgettable Red and Blu parties for WAM Contemporaries and the annual Downing Concert Series. Whatever the scope of your special event, Tom will wave his magic director of events and experiences wand to create an extraordinary experience.

Please RSVP to Becky Funke **by noon Monday, Feb. 2**, at bfunke@activeagingonline.com, call 942-5385, or reserve and prepay using WPC's online PayPal account at www.wichitaprofessionalcommunicators.com.

DATE: Wednesday, Feb. 4
TIME: 11:30 a.m. *sharp*-12:30 p.m.
PLACE: Larkspur, 904 E. Douglas
COST: Members \$12, students \$10, guests \$15

Reservations/cancellations required:
E-mail Becky Funke **by noon Monday, Feb. 2**, at bfunke@activeagingonline.com or call 942-5385. To prepay online using PayPal, visit the WPC Web site.

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Programming suggestions welcomed

Programs for March and April are set (check out the calendar listing on Page 3), but if you have a topic or a speaker in mind for an upcoming program, please contact Jill Miller, WPC vice president for programming, at jilldm@sebell.net.

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Start tweeting

If you were inspired to try out Twitter after last month's program with Skyler Lovelace, you can start among your fellow WPC members. Sandy Evans has set up a Twitter account for our organization at <http://www.twitter.com/wichitaprof.com>. She plans to tweet about the meetings, upcoming conference, etc.

Sandy, the owner and founder of Evans PR & Marketing, will present a workshop on Social Media 101 for Nonprofits, where she'll talk about Twitter and Facebook, from 1-3 p.m. Tuesday, April 7, as part of a workshop series presented by the Nonprofit Chamber of Service. The workshop, which will be held at Inter-Faith Ministries, 829 N. Market, costs \$15 per person from Nonprofit Chamber of Service member organizations and \$40 per person from nonmember organizations.

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Call for silent auction items

WPC is looking for great contributions for the silent auction that is part of this spring's Kansas Professional Communicators annual conference in Wichita April 17 and 18. The auction will benefit KPC's statewide scholarship program.

The conference committee has already made some great suggestions: theater and concert tickets, dinners for two, museum passes, boutique and salon certificates, jewelry, artwork ... the possibilities are endless.

The silent auction committee is small but mighty. Still, we'll need all the help we can muster. If you have an item, a donor connection you are willing to make, or even a cool idea, please contact Shannon Littlejohn, KPC Silent Auction committee chair, (316) 978-3820 or shannon.littlejohn@wichita.edu.

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Member news

The January nwsbrfs article about **Skyler Lovelace's** Twitter presentation caught the eye of NFPW's publication editor who has asked Skyler to write an article on this social media for the NFPW's publication.

Judy Conkling, who had served as WPC vice president for membership, is continuing her service on the WPC board with an at-large appointment.

Longtime member **LuVerne Paine** celebrated her 91st birthday last month. Thanks to all the WPC members who sent her cards.

Teresa Veazey was among the millions who turned out to witness the historic inauguration of President Barack Obama. She traveled with her photographer husband, Travis Heying, of The Wichita Eagle.

Congratulations to **Jessica Goodale** who is now the marketing communications specialist with Hawker Beechcraft Corp. where she'd formerly been the public relations representative.

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What We're Reading

Shannon Littlejohn is reading "Revolutionary Road" by Richard Yates.
"Yes, the movie starring Leonardo DeCaprio and Kate Winslet is adapted from this 1962 novel. Their pictures grace the cover of the copy I purchased, unfortunately. I prefer to get my impression of characters from the book first and then appreciate the movie casting. But it's an interesting and disturbing look at the expectations of perfect marriage. I'm in the depressing part now (most of the book) and hoping for some redemption at the end."

Share with other WPC members what you're reading. E-mail the title and author of the book and your observations to nwsbrfs editor, Amy Geiszler-Jones, algj64@sbcglobal.net.

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WPC Programs & Calendar • Year 2009

- Feb. 4 WPC luncheon: Tom Mittlestadt from Start Thinking on branding events
- March 4: WPC luncheon: L. Kelly of L. Kelly Media Services
- April 1: WPC luncheon: Shelly Chenoweth, CEO of Girl Scouts of Kansas Heartland
- April 17-18: Kansas Professional Communicators spring communications conference, Hilton Garden Inn, Wichita
- Dec. 7: WPC holiday mixer

Monthly meetings first Wednesday of every month, normally at Larkspur, 904 E. Douglas; Board meets second Monday each month.
WPC offers professional development and major networking opportunities for working communicators, freelancers and career-directed students. Membership is open to any person who is paid as a communicator. We welcome visitors to our monthly luncheon meetings. Members \$12, students \$10, all others \$15. Check in and pay at the WPC table inside the banquet room, or prepay with PayPal on the WPC Web site. Members: please leave your name tag with Teresa Veazey, membership chair.

RESERVATIONS, CANCELATIONS REQUIRED

E-mail bfunke@activeagingonline.com or call 942-5385 *no later than noon on Monday* before each luncheon meeting. You're responsible for your reservation or cancellation. If you reserve a spot but do not attend, you are still responsible for paying for lunch. If you don't have a reservation but wish to attend the meeting, we'll try to give you a seat but do not plan to eat. Meetings begin promptly at 11:30 a.m. If you've reserved a meal but haven't arrived by 11:45 a.m., your plate may be sold.

MEMBERSHIP DUES

- WPC Professional:** \$138 (Includes membership in National Federation of Press Women, Kansas Professional Communicators and Wichita Professional Communicators)
- WPC Local:** \$50 (Membership in WPC only)
- WPC Student:** \$35 (Includes membership in NFPW, KPC and WPC)
- WPC Emeritus:** One-time payment of \$105 for KPC plus \$20 annually for NFPW (no additional WPC dues necessary). Make payment to WPC.

COMM LINKS

Wichita Professional Communicators: www.wichitaprofessionalcommunicators.com
Kansas Professional Communicators Web site: www.kansasprofessionalcommunicators.org
National Federation of Press Women site: www.nfpw.org

2009 WPC Board

PRESIDENT - Wilma Moore-Black wmbcreative@yahoo.com or wilma.black@wichita.edu
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AT-LARGE - Melissa Lacey Nagy melissa_lacey@via-christi.org

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PUBLICITY - Sandy Evans sevans@evansprbird.com
HISTORIAN - Liz Kennedy lizkennedy@wscribe.com

Happy Valentine's Day!

